

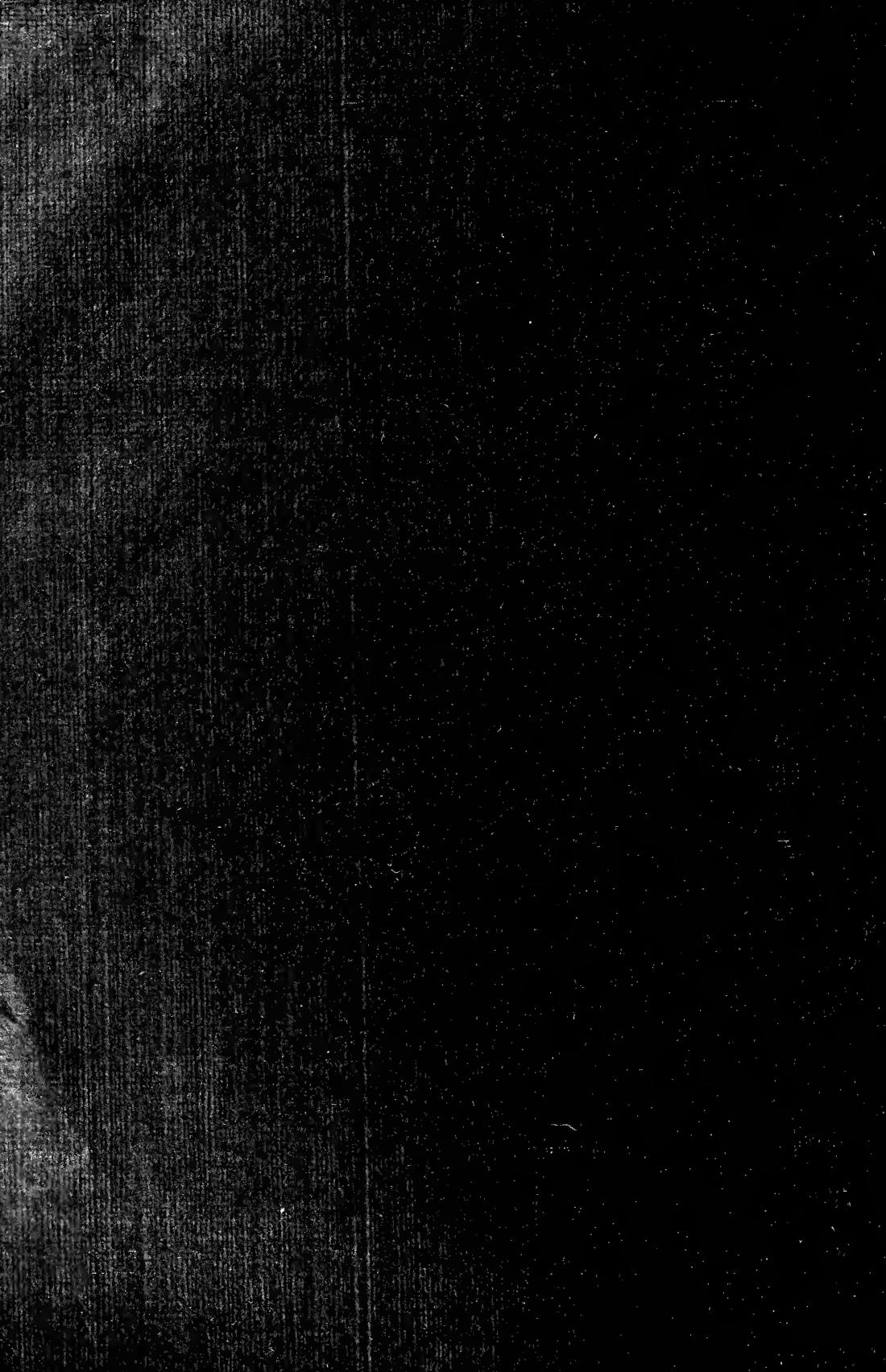
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6.2.13 1930

The Ultimate in Dahlias

VEILE & MENDHAM
Bushkill Gardens
EASTON, : : PENNA.



General Information

PLEASE READ CAREFULLY BEFORE ORDERING

Our new seedlings have been the sensation of the dahlia year. They merit the high position they have earned because they are unusual. Our new seedlings to be introduced at the New York Show of the American Dahlia Society, and the Annual Show of the Garden Club of Northampton County, in Easton, September 12th and 13th, 1930, will prove a revelation to the dahlia world. Watch for them at these Shows.

Every year the Garden Club of Northampton County has its Flower Show in the City Guard Armory. It would pay you to take a run up to Easton on the above mentioned dates to see a magnificent exhibition of fall flowers.

Join the American Dahlia Society. Dues \$2.00 per year, and worth far more than that. Write the Secretary, Mr. William Rathgeber, 198 Norton Street, New Haven, Conn.

Order Early—Do not delay ordering until planting time as many varieties will be sold out. As orders are received stock will be reserved and sent at the proper time, or when the buyer requests. All tubers sent out before March 15th are sent at the buyers risk. Altho every precaution will be taken, they are not guaranteed against freezing.

Terms—Remittance with order on or before shipment. Retail orders are delivered prepaid. No green plants sent C.O.D.

Shipping—Orders are shipped as soon after April 1st as convenient unless otherwise notified. Green plants will be shipped on or around the 20th of May.

Guarantee—We guarantee every bulb and plant sent out by us to be true to name, also to be in growing condition when received after which our responsibility ceases, as we have no control over growing conditions. Please notify at once if anything is unsatisfactory when received, or if any tuber or plant does not grow after planted a reasonable time.

Substitution—We do not substitute unless requested to do so, but would suggest naming a second choice.

Name and Address—Be sure to write name and address plainly.

Green Plants—We especially recommend the planting of green plants. Ninety percent of our exhibition stock is grown from plants. If given the proper care they will reward you with finer flowers than those grown from tubers.

Do not be discouraged if a dahlia from a different locality does not do well for you the first season it is planted. Try it again the second year, as many varieties need to be acclimated.

If you do not see the variety listed that you want, write us, as we grow many dahlias, the stock of which is too limited to list.

Address all communications to **VEILE & MENDHAM, Bushkill Gardens, Box 185, Easton, Pa.**

Gardens at 65 N. 7th Street and Hackett Ave., Bushkill Park.

VEILE & MENDHAM
BUSHKILL GARDENS,
EASTON, PA.



ARTHUR W. GREY (Veile & Mendham)

The story of this magnificent dahlia is best told by Mr. Derrill W. Hart's Description in the Dahlia Role of Honor: "This large strong broad petaled flower is on the border line between Decorative and Hybrid Cactus. It was one of the outstanding varieties at New York. The color is a rich, salmon-apricot, flushed orange and rose, and a flower of distinct individuality. We liked this dahlia and apparently the visitors to the New York Show have agreed with us."

The stems are rigid and long, holding the large flowers facing you. The foliage is very thick and dark green and does not have to be sprayed at any time. It is an exceptionally good bloomer.

Tubers (Net) — \$15.00

Plants — \$7.50

Our Own Introductions for 1930

ARTHUR W. GREY—(Veile & Mendham) Dec. A flower of distinct individuality. It won a place on the coveted Honor Role of the American Home Magazine. No other dahlia created more favorable comment, with the exception of "Shawnee's Sensation", than this flower. Particularly beautiful under artificial light, it is unexcelled for exhibition work. See picture and further description on opposite page.

D. J. SANDT—(Veile & Mendham) H. C. There has always been a great demand for the unusual in dahlias. This will certainly please the most fastidious. The color is a reddish orange, striped and splashed blood-red with a suggestion of rose violet on the reverse of the petals. One of the best features of this dahlia is its foliage. Not once in the three years that we have grown it, has it shown any effect from insects, and the past season was a very trying one. The stems are excellent and the large flowers cover the bush from early August to frost. Named after a very dear friend, one whom this beautiful flower is hardly worthy of. See cut on page 9.

Tubers—\$10.00

Plants—\$5.00

EDITH PARKE YOHE—(Veile & Mendham) Dec. A dahlia of such exquisite beauty that we can safely say that it is unmatched in the Dahlia World. The color of this enormous decorative is most difficult to describe: the nearest that we can come to it is a rich fuschia, a color that as yet has not been seen in a dahlia. The petals are curled and form a flower of very great depth. It is a very good bloomer for so large a dahlia. The foliage is very thick and does not have to be sprayed for insects. It has a tendency to come with curved stems due to the enormous size of the flower. See illustration on page 8.

Tubers—\$15.00

Plants—\$7.50

FASCINATION—(Veile & Mendham) Dec. A very beautiful blending of salmon, rose, and gold, with a suggestion of cream at the tips. The stems are excellent and it is a very good bloomer. An exquisite dahlia.

Plants only—\$4.00

ISIS—(Veile & Mendham) Dec. A magnificent flower that catches the eye the minute you enter the garden. Brilliant, dazzling scarlet in color, it stands out above all the other flowers. The stems are fine and the bushes are always covered with large flowers. It has promise of being the best commercial red. Very much admired at the New York Show.

Tubers—\$7.50

Plants—\$4.00



JUDGE WM. McKEEN

JUDGE WILLIAM McKEEN—(Veile & Mendham) Dec. We know of no other dahlia with such outstanding exhibition qualities as this one. The flowers are enormous and are held erect far above the foliage on the finest stems that any dahlia could have. The color is champagne deepening in the center to a pure apricot. As beautiful as this flower is in daylight, it far surpasses itself under artificial light. An exceptionally good bloomer, and its keeping qualities when cut make it invaluable for exhibition. The foliage is thick and resistant to insects. This was not shown at any show this year. We hope to surprise visitors at the New York Show with it in 1930. See illustration on page 3.

Tubers—\$15.00

Plants—\$7.50

SHAWNEE'S PEACH—(Veile & Mendham) Dec. When it came time to name this flower we were at a loss what to call it. Then a friend said it reminded him of a ripe Georgia peach. That fits it more than a detailed one. The flowers are gigantic, easily attaining



SHAWNEE'S SENSATION

ten or more inches in size. The stems are correspondingly long and stiff. It is nothing to cut flowers with stems from four to five feet long. It is a very good bloomer up to frost. Winner of the American Dahlia Society's silver medal for the best undisseminated seedling never before shown at the fall show of the Garden Club of Northampton County. See cut on page 7.

Tubers—\$15.00

Plants—\$7.50

SHAWNEE'S SENSATION—(Veile & Mendham) No dahlia that we have seen even approaches the form of this most unusual flower. It resembles a huge chrysanthemum, the long, narrow petals twising and turning in every conceivable direction. The stems are cane-like. It is white in color with shadings of pale lilac that disappear after the flower is fully open. This is undoubtedly a break in the general formation of the dahlia, and opens up the possibility of a new class. See cut on opposite page.

Tubers (Net)—\$10.00

Plants (Net)—\$5.00

SHAWNEE'S SUNBURST*—(Veile & Mendham) Dec. A blending of red, orange, and yellow, not any of the colors being more pronounced than the other. The stems are excellent holding the large flowers far above the low growing bush. It is a wonderful bloomer, and can always be depended upon for a bouquet. The foliage is thick and lacy. See cut on page 11.

Tubers—\$10.00

Plants—\$5.00

SHAWNEE'S SWEETHEART—(Veile & Mendham) Dec. A medium sized flower of exquisite beauty. Silvery pink with a distinct white center makes it particularly appealing to women. The white center becomes more pronounced as the flower ages. The stems are very long and stiff, and its blooming qualities make it an excellent cut flower.

Tubers—\$5.00

Plants—\$2.50

New Introductions of other Growers.

AMERICAN TRIUMPH—(Nuneviller) Cactus. The dahlia that won the American Home Sweepstakes in New York. It is of the brightest shade of pure Oriental red without a trace of any other color. The large flowers are deep with good substance and are held erect above a medium to tall bush.

Tubers—\$10.00

Plants—\$5.00

CARDINALIS (James Kennedy) Dec. Winner as best undisseminated seedling at Trenton in an extra strong class. It is a brilliant Cardinal Red. Splendid formation. The flowers are borne on strong upright stems.

Tubers—\$10.00

Plants—\$5.00

CORA BUTTERWORTH—(Chapman) Dec. A magnificent silvery-yellow, with wavy petals on excellent stems. The flowers are very large. Winner in New York for the best new Decorative seedling, and runner up for the American Home Sweepstakes.

Tubers—\$10.00

Plants—\$5.00

DOROTHY STONE—(Fisher & Masson) Dec. A magnificent rose-pink resembling the introducers' famous "Kathleen Norris" but different in color. Fine stems. It can be grown larger than its contemporary.

Tubers—\$10.00

Plants—\$5.00

GRACE CURLING—(Stredwick) Dec. Although we will probably be criticized for classifying this dahlia as a Decorative, it is nearest to that type. It is a deep full flower with serrated petals that give it a touch of real character. In color it is a clear cattelya lavender, shading white at the base of the petals when opening. The flowers are large and on splendid stems.

Tubers—\$10.00

Plants—\$5.00

GLADYS GLAD—(Mills) Dec. A magnificent blending of autumn shades. The flower grows to enormous size, and has excellent stems. This is an exceptional dahlia.

Plants only—\$5.00

HELEN IVINS—(Fisher & Masson) Dec. Rose pink, enormous in size, and an excellent stem makes this one of the best of the new introductions. It was one of the features of the New York and Trenton Shows.

Tubers—\$7.50

Plants—\$3.75

JEAN TRIMBEE—(Trimbee-Waite) H.C. This beautiful variety is a native of Canada, having been raised by Mr. Trimbee of Lambton Mills, and exhibited at Toronto for the past two years. The flowers are very large, many over 12 inches, and the color is a beautiful petunia violet. The habit is very good, being a vigorous grower, and the flowers produced freely.

Tubers—\$10.00

Plants—\$5.00

JERSEY'S TRIUMPH—(Waite) Dec. There are sports of Jersey's Beauty that have the same habit but this is a seedling from the same parents and is identical with Jersey's Beauty in habit and growth that can not be distinguished apart before they bloom. The color, however, is entirely different and is a real autumn shade of bright copper flushed with salmon bronze.

Tubers—\$10.00

Plants—\$5.00

LILAC GLORY—(Ballego) Cactus. This beautiful Cactus is a soft lilac in color, medium in size, but true Cactus in type. The stems are ideal and the flowers freely produced. This dahlia will be unexcelled for basket work. An imported variety.

Tubers—\$5.00

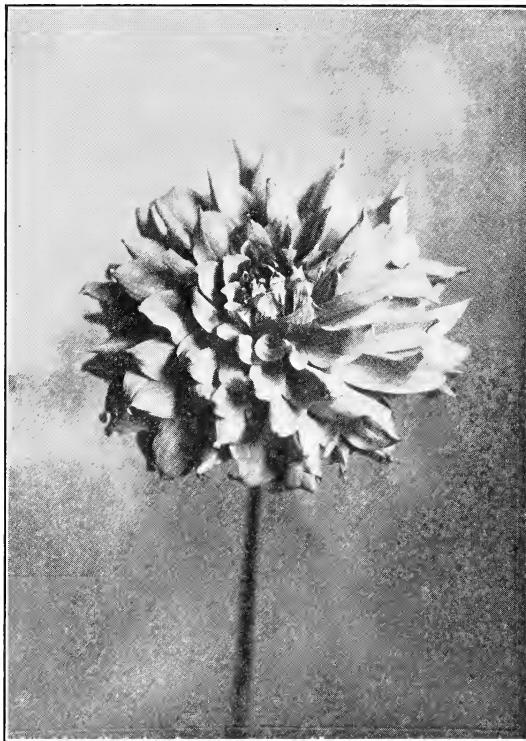
Plants—\$2.50

MABEL S. DOUGLAS—(Thompson-Waite) Dec. This is one of the largest of the new dahlias and a welcome introduction. Color is a clear pastel lavender. Winner in New York Show.

Plants only—\$7.50

MAE HALLINGER—(Hallinger) Dec. Clear buttercup yellow, without any shading. Fine stems and a profuse bloomer. It is an improvement on Seal of Connecticut.

Plants only—\$5.00



SHAWNEE'S PEACH

Standard Varieties

ADDA PATTERSON—(Kemp) H.C. A very beautiful pure white on excellent stems. Especially fine for cutting.

Tubers—\$2.50

A. O. KENNY—(Darling) Dec. Golden orange, each petal dusted with powdered gold. The flower grows to enormous size. A very beautiful flower.

Tubers—\$10.00 Plants—\$5.00

ALICE WHITTIER—(Reed) H. C. Enormous pale yellow of beautiful form.

Tubers—\$2.00

CITY OF TRENTON—(Fisher & Masson) A very large decorative, a blending of orange, gold and crushed strawberry. Excellent stems and fine, dark foliage.

Tubers—\$5.00 Plants—\$2.50

CLANSMAN—(Diggle) Dec. A medium sized apricot orange on fine stems. A very good bloomer.

Tubers—\$5.00



EDITH PARKE YOHE

DERRILL W. HART—(Bromall) Dec. A reddish copper on wonderful stems. The flower is medium in size but a wonderful exhibition flower.

Plants only—\$3.75

E. E. HANSBURY—(Harding) Dec. Very large plum color with silver reverse.
Tubers—\$1.50

ELIZA CLARKE BULL—(Bessie Boston) Dec. Large pure white that has kept its reputation for a long time.
Tubers—\$1.50

ELLINOR MARTIN—(Pelicano) Dec. A very unusual shade: mulberry with gold shadings. Fine stems.
Tubers—\$.75

ELSIE DANIELS—(M & S) H. C. Delicate orchid with a cream center. The flower can be grown to enormous size. Fine stems.

Tubers—\$75

ELITE GEM—(Kennedy) H. C. A blending of rose and old gold. Fine stems. Lacy foliage.

Tubers—\$1.00

ELITE GLORY—(Kennedy) Dec. A monstrous red flower on cane-like stems. The plant looks more like a tobacco plant than a dahlia.

Tubers—\$2.50



D. J. SANDT

EDNA FERBER—(Fisher & Masson) H. C. A beautiful blending of coral and gold. The flowers grow to a very large size, and the stems are excellent.

Tubers—\$3.00

Plants—\$1.50

EAGLE ROCK BEAUTY—(Bromall) Dec. A handsome combination of pink and ivory. It is a beautifully formed flower, and the stems are good.

Tubers—\$2.50

F. W. PATTERSON—(Kemp) Dec. A huge lavender pink. A beautiful flower that can be grown to enormous size.

Tubers—\$7.50

Plants—\$3.75

FLORENCE KLEIN—(Fisher & Masson) Dec. A very large salmon orange held erect on excellent stems. A very good exhibition flower.

Tubers—\$7.50

Plants—\$3.75

FORT MONMOUTH—(Kemp) H. C. A mammoth chret or wine color on fine stems. It is an excellent bloomer, and has every good quality. We are fortunate in having an exceptionally good stock of this variety.

Tubers—\$7.50

Plants—\$3.75

FRANCESCA—(Carbone-Davis) H. C. A very beautiful blending of rose and tan on excellent stems.

Tubers—\$4.00

Plants—\$2.00

GALLI-CURCI—(Hall) Dec. An enormous salmon, orange and gold. The stems are inclined to be leafy but the beauty of the flower offsets this.

Tubers—\$5.00

Plants—\$2.50

GRACE JOCELYN—(Kemp) Dec. A very beautiful begonia rose of large size held erect on fine stems.

Tubers—\$5.00

Plants—\$2.50

IDA PERKINS—(Perkins) Dec. A very good pure white on fine stems. The flowers are large and it has a good habit of growth.

Tubers—\$5.00

JUDGE SHINN—(Kemp) Dec. A very large deep chrome, with a lemon yellow center. A beautiful combination of color. The bush grows very tall.

Tubers—\$7.50

Plants—\$3.75

JANE COWL—(Downs) Dec. Too much cannot be said about this flower. No dahlia since the introduction of Jersey's Beauty has created as much of a sensation as Jane Cowl. It is a combination of bronze, buff and old gold. The flowers are enormous and produced in great abundance on excellent stems.

Tubers—\$7.50

Plants—\$3.75

JERSEY'S BEAUTY—(Waite) Dec. Too well known to need much description. Beautiful true pink on fine stems.

Tubers—\$.75

JERSEY'S BEACON—(Waite) Dec. Chinese scarlet with a tan reverse. Fine stems and a good bloomer.

Tubers—\$1.00

JERSEY'S GLORY—(Waite) Dec. Large burnt orange on fine stems. Like all the "Jersey's" a fine grower.

Tubers—\$7.50

Plants—\$3.75

JERSEY'S IDEAL—(Waite) Dec. A beautiful lavender pink on fine stems. A fine exhibition and cut flower.

Tubers—\$1.50

KATHLEEN NORRIS—(Fisher & Masson) Dec. A wonderful silvery pink of gigantic proportions, but a flower without a trace of coarseness. The immense deep blooms are held erect on excellent stems far above the dark green foliage. It lived up to all that was claimed for it when it was introduced. A prize winner.

Tubers—\$10.00

Plants—\$5.00

KEMP'S VIOLET WONDER—(Kemp) Dec. Pure violet color. The flower is as nearly perfect to form as possible, and is of great size, frequently attaining 10 inches or over, and a corresponding depth. Fine stems.

Tubers—\$7.50

Plants—\$3.75

KENTUCKY—(Schultz) Dec. A sport of Jersey's Beauty, salmon-orange and pink in color with the same habit of growth.

Tubers—\$10.00

Plants—\$5.00



SHAWNEE'S SUNBURST

LA RODA—(Bromall) Dec. Beautiful silvery rose-pink of unusual formation. Fine stems and a good grower.

Plants only—\$3.75

LADY LYNDORA—(Hall) Dec. A delicate shade of pink, large in size and a very good bloomer. A wonderful color.

Tubers—\$3.50

Plants—\$1.75

MARDI GRAS—(Diggle) Dec. American Beauty color, large in size on fine stems. It is a profuse bloomer.

Tubers—\$7.50

Plants—\$3.75

MRS. SHIRLEY SHAW—(Bromall) Dec. Deep maroon produced in abundance on tall bushes.

Tubers—\$5.00

Plants—\$1.75

MARMION—(Tyler) Dec. A golden bronze that can easily attain 11 or 12 inches. One of the largest grown.

Tubers—\$2.00

MARGARET MASSON—(Fisher & Masson) Dec. A very large silvery pink on fine stems. We have a good stock of this variety.

Tubers—\$1.00

MARGARET WOODROW WILSON—(Fisher & Masson) Dec. Huge star shaped flower phlox pink in color. Fine stems. The bush grows low.

Tubers—\$1.50

META SCAMMEL—(Blue Ribbon) H. C. Very beautiful amaranth pink. Fine stems and a good bloomer.

Tubers—\$5.00

Plants—\$2.50

MR. E. LEEDHAM—(Bessie Boston) Dec. Large orange-scarlet on fine stems. A very good bloomer.

Tubers—\$5.00

MRS. ALFRED B. SEAL—(Seal) Dec. A magnificent old rose, enormous in size. The stems are excellent. It is a very good exhibition variety.

Plants only—\$7.50

MARTHA KEMP—(Kemp) Dec. Warm buff and apricot. Medium to large flowers on fine stems. The foliage is lacy. It is a very beautiful flower.

Tubers—\$7.50

MARION BROMALL—(Bromall) H. C. A blending of pink and white. Huge star shaped flowers on fine stems.

Tubers—\$1.50

MINNIE HINDLEY—(Kemp) Dec. An odd shade of red on fine stems. The bush grows low.

Tubers—\$2.50

NANAQUAKET—(Richards) Dec. Orchid pink. The flowers are enormous, the stem slightly pendant. Good bloomer.

Tubers—\$5.00

Plants—\$2.50

QUEEN OF THE GARDEN—(Burns) Dec. A light yellow that has the distinction of being one of the largest flowers grown. Fine stems.

Tubers—\$1.50

ROSE FALLOON—(Harding) Dec. Enormous rich old gold on fine stems.
Tubers—\$1.00

REGAL—(Bessie Boston) Dec. Very large bronze suffused old gold.
Tubers—\$5.00 Plants—\$2.50

SEAL OF CONNECTICUT—(Alling) A very large buttercup yellow. One of the best of its color. We have a very good stock of this scarce variety.
Tubers—\$3.00

SANHICAN'S PEACH—(Fisher & Masson) Dec. Very pretty peach color. Fine stem.
Tubers—\$3.00

SANHICAN'S BEAUTY—(Fisher & Masson) Dec. This flower is the color of the Madame Edouard Herriot rose. Fine stems.
Tubers—\$5.00

SANHICAN'S QUEEN—(Fisher & Masson) Dec. A blending of apricot with faint blushing of carmine-rose deepening toward tight center.
Tubers—\$5.00

SIGNOOR-Cactus—An odd shade of red on very good stems.
Tubers—\$1.00

SISKIYOU—(Bromall) H. C. Huge pink tinged mauve on fine stems. Can be grown to a very large size.
Tubers—\$1.00

THE WORLD—(Dahliadel) Dec. A beautiful deep plum with silver shadings. The stems are excellent, and the foliage is insect resistant.
Tubers—\$7.50 Plants—\$3.75

VARIO—(Bessie Boston) Dec. Tan mixed with white in different combinations. The flowers grow large and have excellent stems.
Tubers—\$1.00 Plants only—\$1.75

VALENTINO—(Bessie Boston) Dec. A beautiful salmon shading to cream at the center. The flowers are very large and have fine stems. One of the best from California.
Tubers—\$7.50 Plants—\$3.75

WALDHEIM SUNSHINE—(Peacock) Dec. Very large light yellow on fine stems. Can be grown to an immense size. Very good bloomer.
Tubers—\$7.50 Plants—\$3.75

WATER LILY—(Bessie Boston) Dec. Not the old variety but a new one of the same name from California. A very delicate shade of pink on fine stems, it blends particularly well with shades of light yellow. It is a very good bloomer.
Tubers—\$7.50 Plants—\$3.75

WATCHUNG SUNRISE—(Smith) Dec. Very oddly formed amber and rose on cane-like stems. The petals are narrow and curve to the stem, forming a huge ball. Very unique.
Tubers—\$5.00 Plants—\$2.50

Pompom Dahlias

AMBER QUEEN—amber35
ARTHUR—scarlet75
ATOM—orange75
CANDY KID—coral & lavender50
CLARISSA—primrose yellow50
DARKEST OF ALL—maroon50
DEE DEE—lavender50
FASHION—orange red35
GANYMEDE—amber tinted lilac50
GIRLIE—mauve pink50
GRETCHEN HEINE—white tipped pink50
GUSTA—maroon, reverse white50
JESSICA—yellow tipped red50
JOHNNY—dark red50
KLEIN DOMITEA—golden terra-cotta50
LASSIE—dull old rose50
LEADER—yellow tipped purple50
LITTLE DAVID—orange75
LITTLE BELLE—mauve pink50
LITTLE JENNIE—primrose yellow35
LITTLE JEWEL—(miniature decorative) pink75
LLOYD HICKMAN—old rose75
MIKE—orange & darker center75
NEATNESS—amber shaded pink50
NELLIE FRAZIER—pink50
SNOW CLAD—white25
TOMMY KEITH—red & white50
YELLOW GEM—canary yellow50

Our assortment of Pompom tubers \$3.50 a dozen.

This year we are not offering any collections, but for those who are undecided as to the varieties, we will select tubers or plants that will be far greater value than if you selected them individually from the catalog.

Dahlia Culture.

Dahlias are surprisingly easy to grow, if given any normal amount of attention. They like a sunny spot, and soil that is not too rich. A light sandy soil is the best, but any clay soil that is light will give just as good results. If your soil is not "loose", throw your winter ashes on the bed, to be dug under in the spring. It is best to dig up your ground in the fall, and if you have been growing dahlias on it for a length of time, sow rye. When you prepare the bed in the spring dig this under.

When you plant, dig a hole about ten inches deep, and if possible put about a small shovelful of well rotted cow manure mixed with bonemeal in the bottom of the hole. Cover this with a little ground, then place your tuber (on its side, with the sprout turned up) in the hole and fill up with earth to within one inch of the top. In the case of dahlia plants follow the same procedure, but fill up the hole and firm the earth around the plant. Plant dahlia plants as deep as is possible in the ground. Be sure to water the plants well after planting, and cover them with peach basket to shield them from the sun for a few days.

Cultivation should be kept up until the buds appear. Then stop as the fibrous roots come up to the top soil for nourishment, as cultivating deeply would destroy these. Now apply a top dressing of manure and gently rake it in.

To have large flowers, it is absolutely necessary to disbud. That is, pinch out all but the terminal bud on the branch. This allows all the strength to go into one flower. To get a long stem, pinch out two or three sets of the laterals on the stem.

When the plants get three or four sets of leaves, the top should be pinched out. This causes the bush to branch out, and makes all of your bushes uniform.

Dahlias love water, and should be watered about once a week, but don't overdo it, as too much watering would tend to make a rank growth, and fewer and smaller flowers.

After frost has killed the stalks, dig them with a potato fork, being careful not to break the necks of the tubers, and store them in the cellar. Any cellar that will store potatoes without them shrivelling is ideal for dahlias. Place the clumps in barrels lined with paper, or on the shelves, then lay papers over them. Look at the tubers from time to time during the winter to see if they are keeping alright. Destroy any rotten or decayed tubers that you may find.

MEMORANDUM



